

Keith-O'Brien's Annual White Goods Sale

ONCE-A-YEAR SALE OF FINE LINGERIE. This important Muslin Underwear event comes once a year. Thousands of customers wait for it. They save money by waiting. The stock is beautiful—the largest, the daintiest, the newest styles we have shown. Exquisite garments for individual taste. Many examples of wonderful needlework. The very lowest prices will prevail. See the beautiful window display.

LADIES' GOWNS

Handsome assemblage of newest patterns. Every purchase means a timely saving.

Five styles in ladies' muslin gowns—high neck, lace and embroidery trimmed; also low neck. Special for the sale—69c.

Ten styles—low neck and short sleeves; empire, slip-over and high neck. All are lace or embroidery trimmed. Exceptional values at 95c.

Five very dainty styles of gowns—low neck or slip-over styles; buttoned down the front; dainty puff or flowing sleeves. Special value, \$1.50.

Fifteen styles with high neck, long sleeves, slip-over or chemise effect; trimmed in fine, dainty embroidery, val or filet lace, at \$1.75, 2.25, 2.75 and \$3.75.

A new, dainty style is an empire gown with a puffed yoke of all-over embroidery, puff sleeves; dainty ribbons. Many other pretty styles are low neck, with wing or puff sleeves, trimmed in French or German val, cluny lace and embroidery.

These are very good value—\$5.00.

Many other dainty styles at \$6.50 upward to \$15.00.

Ladies' Corset Covers

Full front corset covers, with embroidery trimming around the neck. Special at 29c.

Ten very pretty styles in full front or tight-fitting corset covers—some have several rows of lace insertion and lace edging drawn with ribbon. Special at 50c.

We have made a specialty of a number of very dainty corset covers; full front, lace trimmed; others with edging and insertion of embroidery. Special for this sale, 95c.

Our line in the finer corset covers is prettier than ever—the laces daintier. Others of all-over embroidery. Prices range from \$1.50 to \$6.50.

Ladies' Chemise

Muslin chemise, edged with good lace, at 50c.

Longcloth chemise, about 54 inches long; two rows of val. lace insertion around the neck, finished with val. lace, drawn with ribbon; skirt finished with lawn ruffle. Special at \$1.25.

Ladies' chemise—Marguerite style; val. lace yoke, fine tucks below the yoke; 54 inches long; skirt trimmed with hemstitched ruffle, at \$1.75. Others with lace or embroidery trimmed, from \$2.75 to \$5.00.

Combination Sets

Ladies' three-piece sets—Gown, Drawers and Corset Cover, lace and embroidery trimmed, at \$13.75, \$15.00 and \$22.50.

Ladies' short skirts—29 and 31 inches long, plain or lace trimmed. Special at 50c.

Short skirts—plain, lace or embroidery trimmed, at 95c and \$1.25.

WHITE PETTICOATS

Beautiful assortments, innumerable patterns and priced in a most attractive way.

Ladies' plain white skirt; hemstitched flounce, with three tucks and three rows of feather stitch embroidery. Special at \$1.25.

Ladies' extra full skirt, very deep flounce, with three groups of wide hemstitched tucks. Special at \$1.95.

A table of skirts—including many pretty styles with deep flounce; some with five rows of val. insertion and edged with val. lace.

Another style is a deep flounce, with wide open embroidery and twelve five-pin tucks.

Others with embroidery insertion. Special at \$2.75.

We have always shown a table holding about ten styles of ladies' skirts at a popular price. One style is a very wide skirt, deep flounce, pin tucks, two rows of imitation cluny insertion and wide lace of the same on flounce. Others have wide embroidery flounces. Special for this sale, \$3.75.

The line of \$5.00 white petticoats outmatch all other sales in previous years. Never have we shown such beautiful skirts, with wide German val. flounces; also deep embroidered flounces, with embroidery trimmed and lace trimmed underlay, from \$5.00 to \$42.50.

Ladies' Drawers

Muslin drawers, with tucked cambric ruffle. Special at 29c.

Cambric drawers, with hemstitched, tucked lawn ruffle or embroidery trimmed. Special for the sale, 50c.

Longcloth top, lawn flounce, with fine pin tucks; finished with small tucked ruffle and edged with val. lace. Special at 75c.

Longcloth top, with ruffle, two groups of tucks, one row of imitation torchon insertion, finished with lace to match. Special, \$1.00.

Longcloth top, lawn ruffle, finished with three rows of val. insertion, joined together; edged with lace to match; embroidery beading, drawn with ribbon at top of flounce. Special \$1.50.

Many other very pretty and dainty styles in lace or embroidery trimmed; from \$1.00 to \$10.00.

Vassar drawers in many different trimmings.

Children's Drawers

Children's plain muslin drawers, with five small tucks, 1 to 10 years. Special for this sale, 10c a pair.

Children's drawers—muslin top and tucked cambric ruffle; all sizes. Special at 25c.

Children's drawers—cambric top, fine tucks, narrow embroidery ruffle. Special at 35c.

DOMESTIC AND IMPORTED WHITE FABRICS

Last February we contracted for this year's supply of White Goods handled in the Domestic and Linen section. Advances in price are about 33 1-3 per cent. We are selling these goods regularly at a reasonable per cent based on last year's prices. During the sale strong special prices will prevail.

French Lingerie White Waisting

All the new plaids and checks, a beautiful and serviceable fabric, 50c value for 35c yard.

English Long Cloths

Manufactured expressly for K. O'Brien in 12-yard pieces.

No. 500—\$1.75 Piece, for \$1.39 Piece.
No. 600—\$2.50 Piece, for \$1.75 Piece.
No. 700—\$2.75 Piece, for \$2.25 Piece.
No. 800—\$3.00 Piece, for \$2.39 Piece.
No. 900—\$3.50 Piece, for \$2.59 Piece.
No. 1000—\$4.00 Piece for \$2.85 Piece.
No. 1100—\$4.25 Piece for \$3.19 Piece.

Persian Lawns

32 inches wide.

30c value for.....19c yard
35c value for.....24c yard

45 inches wide.

50c value for.....33c yard
65c value for.....48c yard
75c value for.....59c yard
\$1.00 value for.....75c yard

French White Lingerie

45 inches wide. Beautiful fabric for fine underwear.

50c value for.....39c yard
65c value for.....47c yard
\$1.00 value for.....75c yard

India Linens

12 1/2c grade for.....\$1.3c yard
15c grade for.....11c yard
18c grade for.....14c yard
20c grade for.....16 2/3c yard
25c grade for.....18c yard
30c grade for.....22c yard
35c grade for.....26c yard
40c grade for.....30c yard
50c grade for.....38c yard

McBride Irish Dimities

All the new stripes and plaids, 50c values for 35c yard.

Special lot of fancy linens, partly soiled, at 1/2 price.

French Lawns and Chiffons

All beautiful wash fabrics.

50c value for.....33c yard
65c value for.....48c yard
75c value for.....59c yard
85c value for.....75c yard
\$1.00 value for.....85c yard
\$1.25 value for.....1.00 yard
\$1.50 value for.....1.00 yard

Nainsooks

American and English manufacture; all in 12-yard pieces.

No. 22—\$2.25 Piece, for \$1.69 Piece.
No. 25—\$2.75 Piece, for \$2.00 Piece.
No. 35—\$3.00 Piece, for \$2.39 Piece.
No. 45—\$3.50 Piece, for \$2.59 Piece.
No. 60—\$4.00 Piece, for \$3.00 Piece.

Hemmed Sheets

Ready for use.

Size \$1.90, 75c grade, for 48c each.
Size \$1.90, 85c grade, for 59c each.
Size \$1.90, \$1.00 grade, for 75c each.

20,000 Yards—Once a Year Sale—of FINE BERKLEY CAMBRIC—Qualities: No. 100, No. 150, No. 180—in short lengths (from 1 to 5-yard lengths). The cheapest retails regularly for 25c up to 35c yard. Your choice, as long as they last, 12 1/2c yard.

Limit of 10 yards to a customer.

All plain, white linen suitings and waistings will be reduced for this sale 33 1-3 per cent.

Dofted and Figured Swisses

All the new 1908 designs.

35c value for.....19c yard
45c value for.....29c yard
50c value for.....39c yard
75c value for.....59c yard
85c value for.....75c yard
\$1.00 value for.....85c yard
\$1.25 value for.....1.00 yard
\$1.50 value for.....1.00 yard

The great crowds of Monday were such that attention in the domestic department could not be given every customer. The big domestic reductions of the past week will therefore be continued for a few days.

WHITE SALE OF STATIONERY

Our entire stock reduced

Hurlbut's Italian Chiffon Tablets:
The 15c packet size.....10c
The 20c note size.....10c
The 25c letter size.....10c
15c envelopes to match the above, 10c
Hurlbut's Galway linen pound paper; regular 60c a pound, for 35c.
Envelopes to match, regular 15c, for 10c.
35c stationery, including Highland lines, 25c.

Hurlbut's Poplin Linen Tablets:
The 15c packet size.....10c
The 20c note size.....10c
The 25c letter size.....10c
15c envelopes to match.....10c
Hurlbut's English mull, 60 sheets, 50 envelopes—boxes slightly soiled. Regular 75 cents for 25 cents.
50c stationery, including "Hot Pressed Vellum," 35c.
65c stationery, 45c.

Fine Showing New Embroideries Previous to Enlarging the Department

In connection with this interesting display, a Sample Book is introduced. It will contain a large sample of every yard of material handled in the department—sufficiently large to show the full pattern or design.

Combination effects are easily in the lead. The biggest stores everywhere are showing blind filet, shadow, Irish and openwork in the same design.

Among the newest ideas are the Mederia embroideries and Swiss cross bar effects. The showing includes also the colored embroideries,

which are so stylish this season. These come in the soft pastel shades, embroidered on the finest white batist—bands, galores, medallions, waist fronts, and all-overs.

The designs in the baby sets are of the most dainty patterns; some have the fine baby Irish effects and others the eyelet and blind embroidery.

Wide bands in Irish and soutache braid effects; also finished edge bands in many widths.

A big line of embroideries for underwear in nainsook and cambric sets in open and convent style.

Interesting displays of corset cover embroidery in nainsook, Swiss and cambric.

Hand embroidery, baby Irish effects, and the new empire designs are shown in profusion.

Flouncing for white dresses is a feature of the display.

Platt Val. lace and insertion to match from two to six inches wide. Worth upward to 25c. Special 10c.

Every department in the house which handles white goods will contribute to the white goods sale.